

Rep Order# 6837358 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 194874 Printed:  
08/02/2012 11:08 AM

Last Received:  
08/02/2012 10:56 AM

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) DSCC IE  
Product DSCC IE  
Estimate# 1530  
Buyer Dan Nagelberg  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1530  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

-- CONTRACT COMMENT ---  
SC=\*

-- REMARKS --

REV TO CNX SPOTS TO COVER TAX  
ATTN ALL LINES  
ATTN NEW TTL  
PLEASE CNF  
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*2		WENDY WILLIAMS SHOW	07/31-08/06	1	\$150.00	:30	6		TU-F, M	7A-8A	\$25.00
*6		Sales Remark: V3 PC	08/04-08/04	1	\$400.00	:30	1	SA	7P-8P	1	\$400.00
*7		MLB: WEEKEND	08/04-08/04	0	\$0.00	:30	0	SA	5P-8P	0	\$200.00

V3 Program Name Change, Comment Changed  
V3 Comment Changed, Spots/week Changed

--REPORT TOTALS--  
Report Totals: 7 / \$550.00

--SALES MONTHLY TOTALS--

Aug 12: 18 / \$6,295.00

Rep Order# 6837358      Ver# 3      Status Revised  
EC'd Yes

Traffic Order# 194874

Printed: 08/02/2012 11:08 AM  
2 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ), DSCC IE  
Product DSCC IE  
Estimate# 1530  
Buyer Dan Nagelberg  
Phone#  
Fax#

Sales Totals: 18 / \$6,295.00  
Station Totals: 18 / \$6,295.00  
Lines not sent/rclld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals

\$44,964

CABL  
KOB

3050 K ST NW  
WASHINGTON, DC 20007

Agency C/P1/P2/E

49/53/1530

Flight Dates 07/31/2012 - 08/06/2012

Hiatus Weeks

GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

--COMPETITIVE COMMENTS--

NEW ORDER  
EST SHARES

Books JUL12  
Demos RA35+

--Agency Comment--

PLEASE NOTE ADDRESS CHANGE EFFF 8/12

-- CREDIT RISK --

CASH IN ADVANCE

Showing Buylines: All Rep Revised Lines

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW  
WASHINGTON, DC 20007  
49/53/1530  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

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49/53/1530

07/31/2012 - 08/06/2012

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3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

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215-568-1845

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WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

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215-568-1845

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WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

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215-568-1845

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49/53/1530

07/31/2012 - 08/06/2012

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49/53/1530

07/31/2012 - 08/06/2012

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49/53/1530

07/31/2012 - 08/06/2012

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49/53/1530

07/31/2012 - 08/06/2012

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49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

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215-568-1845

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WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

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07/31/2012 - 08/06/2012

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07/31/2012 - 08/06/2012

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07/31/2012 - 08/06/2012

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07/31/2012 - 08/06/2012

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49/53/1530

07/31/2012 - 08/06/2012

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WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

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215-568-1845

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WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

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WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

07/31/2012 - 08/06/2012

215-568-6540

215-568-1845

3050 K ST NW

WASHINGTON, DC 20007

49/53/1530

Rep Order# 6837358 Ver# 1 Status New  
EC'd Yes

Traffic Order# 194814 Printed:  
Last Received:

1 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ).DSCC IE  
Product DSCC IE  
Estimate# 1530  
Buyer Dan Nagelberg  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, S#800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1530  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks

Rep Firm ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( )  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Showing Buylines: All Lines

--CONTRACT COMMENT--

SC=\*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1	-----	-----	07/31-08/06	1	\$600.00	:30	4	-----	TU-F,M	1P-2P	\$150.00 2
2	-----	WENDY WILLIAMS SHOW	07/31-08/06	1	\$200.00	:30	8	-----	TU-F,M	7A-8A	\$25.00 3
4	-----	NEWS 13 ON FOX 2	07/31-08/06	1	\$3,000.00	:30	3	-----	TU-F,M	9P-930P	\$1,000.00 3
5	-----	NEWS 13 ON FOX 2	07/31-08/06	1	\$2,100.00	:30	3	-----	TU-F,M	930P-10P	\$700.00 3
6	COPS	-----	08/04-08/04	1	\$400.00	:30	1	SA	-----	7P-8P	\$400.00 4
7	MLB: WEEKEND	-----	08/04-08/04	1	\$400.00	:30	2	SA	-----	5P-8P	\$200.00 2
8	NM STYLE	-----	07/31-08/06	1	\$45.00	:30	1	TU-F,M	8A-9A	1	\$45.00 3

--REPORT TOTALS--

Report Totals: 22 / \$6,745.00

--SALES MONTHLY TOTALS--

Aug 12: 22 / \$6,745.00  
Sales Totals: 22 / \$6,745.00  
Station Totals: 22 / \$6,745.00  
Lines not sent/rclld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals \$48,179  
CABL 0% KASA 1.4% KASY 0% KLuz 0% KOAT 11%

KOB 2.9% KRQE 4.6% KWBO 0%

*Net = 5733.25*

*Fax = 401.33*

*6/24/58*

Rep Order# 6837358 Ver# 1 Status New  
EC'd Yes

Printed: 07/27/2012 2:00 PM  
Last Received: 07/27/2012 1:48 PM  
Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ).DSCC IE  
Product DSCC IE  
Estimate# 1530  
Buyer Dan Nagelberg  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, S#800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 49/53/1530  
Flight Dates 07/31/2012 - 08/06/2012  
Hiatus Weeks  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--COMPETITIVE COMMENTS--

NEW ORDER  
EST SHARES

Books JUL12  
Demos RA35+

-- CREDIT RISK --  
CASH IN ADVANCE

[Sorted by: Line]

Station: KASA	Advertiser: POL/DSCC IE	Agency: Great American Media	Line: 1					
Order	Air Order #	Estimate #	Date	Length Priority	Air Time	Product	Ad-ID	Rate
194874 06837358 1530	08/01/12	:30 P2	1:54:21 PM	DSCC IE	DSCCNM201201TH	\$150.00		Time Period: 1P-2P
194874 06837358 1530	08/06/12	:30 P2	1:23:05 PM	DSCC IE	DSCCNM201201TH	\$150.00		Line: 2
194874 06837358 1530	08/02/12	:30 P2	1:15:59 PM	DSCC IE	DSCCNM201201TH	\$150.00		Time Period: Ta-ga
194874 06837358 1530	07/31/12	:30 P3	7:28:34 AM	DSCC IE	DSCCNM201201TH	\$25.00		Line: 3
194874 06837358 1530	07/31/12	:30 P3	7:28:34 AM	DSCC IE	DSCCNM201201TH	\$25.00		Time Period: 9P-930P
194874 06837358 1530	08/01/12	:30 P3	9:27:48 PM	DSCC IE	DSCCNM201201TH	\$1,000.00		Line: 4
194874 06837358 1530	08/06/12	:30 P3	9:20:41 PM	DSCC IE	DSCCNM201201TH	\$1,000.00		Time Period: 930P-10P
194874 06837358 1530	08/02/12	:30 P3	9:30:10 PM	DSCC IE	DSCCNM201201TH	\$1,000.00		Line: 5
194874 06837358 1530	08/06/12	:30 P3	9:52:12 PM	DSCC IE	DSCCNM201201TH	\$700.00		Time Period: (6:00:00 PM-8:00:00 PM)
194874 06837358 1530	07/31/12	:30 P4	9:52:08 PM	DSCC IE	DSCCNM201201TH	\$700.00		Line: 6
194874 06837358 1530	08/01/12	:30 P4	9:58:59 PM	DSCC IE	DSCCNM201201TH	\$700.00		Time Period: 8a-9a
194874 06837358 1530	08/06/12	:30 P4	6:16:14 PM	DSCC IE	DSCCNM201201TH	\$400.00		Line: 7
194874 06837358 1530	08/06/12	:30 P3	8:48:41 AM	DSCC IE	DSCCNM201201TH	\$45.00		

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	

This broadcast time will be used by: DSCC - 1E

Total Charges:					

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

DSCC - 1E
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I, DAU NARBERGER, do hereby request station time concerning the following issue:

Date:	Station and Location:
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## NON-CANDIDATE/ISSUE ADVERTISEMENTS AGREEMENT FORM FOR

Signature \_\_\_\_\_ Printed Name \_\_\_\_\_ Title \_\_\_\_\_

Accepted     Accepted in Part     Rejected

### TO BE SIGNED BY STATION REPRESENTATIVE

Date: *4/22/12* Signature: *[Signature]* Contact Phone Number: *202-538-8700*

### TO BE SIGNED BY ISSUE ADVERTISER

I agree to indemnify and hold harmless the station for any damages or liability, including  
reasonable attorney's fees, that may ensue from the broadcast of the above-referenced  
advertisements(s). For the above-stated broadcast(s), I also agree to prepare a script,  
transcript, or tape, which will be delivered to the station at least \_\_\_\_\_  
before the time of the scheduled broadcasts.

OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.  
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS  
*WAGINGTON DC 20003*

The names, offices, and addresses of the chief executive officers, directors, and/or authorized  
agents of the entity are named below (may be attached separately): *MARIA MCKEEWA*, Director, *430 S. CAPITOL ST. SE*

a corporation;  a committee;  an association;  or other unincorporated group.

and you are authorized to announce the time as paid for by such person or entity. The entity  
furnishing the payment, if other than an individual person, is:

*DSCC - 1E*

I represent that the payment for the above described broadcast time has been furnished by:

For programming that "communicates a message relating to any political matter of national  
importance," attach Agreement Upon Schedule (Page 3)

For programming that "communicates a message relating to any political matter of national  
importance," list the name of the legally qualified candidate(s) the programming refers to, the  
office(s) being sought and the date(s) of the election(s) (if applicable):

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (1) actual air time and charges for each spot;

Attach invoices or Schedule Run Summary to this Form showing:

## AFTER AIRING OF BROADCASTS:

Total Charges:					
Broadcast Length	Time of Day, Rotation or Number	Days	Class	Times per Week	Package of Weeks

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

## AGREED UPON SCHEDULE

## DSCC Cuts for Tax

Krqe	Ace #	Gross	Net Check Amount			
Original Order		\$21,975	\$18,678.75			
Line	Time	Program	Date	Spots	Cost	Total
5	430-5p	Krqe 430pm News	8/2-8/6	1	550	\$550
10	10-1035p	Krqe 10pm News	8/2-8/6	1	700	\$700
8	1035-1135p	Letterman	8/2-8/6	1	175	\$175
9	1135p-1235a	Late, Late Show	8/2-8/6	1	75	\$75
				4		\$1,500
Revised Order		Gross	Net	Tot w/ Tax		
		\$20,475	\$17,403.75	\$18,622.01		
Kasa	Ace #	Gross	Net Check Amount			
Original Order		\$6,745	\$5,733.25			
Line	Time	Program	Date	Spots	Cost	Total
7	5-8p 7-8a	MLB Wendy Williams	4-Aug 6-Aug	2 2	200 25	\$400 \$50
				4		\$450
Revised Order		Gross	Net	Tot w/ Tax		
		\$6,295	\$5,350.75	\$5,725.30		

$$\begin{array}{r} \underline{5770.78} \\ + 377.53 \\ \hline 114 = 5393.25 \end{array}$$

6345

UFC

Philadelphia

Sales Information: Petty Philadelphia, Petty/Philadelphia, National

Station: KASA

From: shar.busse@kasa.com  
Sent: Wednesday, August 01, 2012 3:14 PM  
To: joan.ledbetter  
Subject: Spot - Preempt: POL/DSCC IE - 194874

Joan Ledbetter

Preempted Spot Information (194874-5-1):  
Rate: \$400.00  
Air Date: Sat 08/04/12  
Eligible Days: -----Sa--  
Inventory Code: Sat Hour 1  
Inventory Description: Sat 7-8p  
Spot Type: NM  
Length: 30  
Channel(s): [1] KASA  
Priority: Section 4  
Preempt Reason: Program Change

The following spot(s) have been preempted:

Preempted Spot Information (194874-5-1):  
Rate: \$400.00  
Air Date: Sat 08/04/12  
Eligible Days: -----Sa--  
Inventory Code: Sat Hour 1  
Inventory Description: Sat 7-8p  
Spot Type: NM  
Length: 30  
Channel(s): [1] KASA  
Priority: Section 4  
Preempt Reason: Program Change

<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	

This broadcast time will be used by: DSCC - 1E

Total Charges:					
----------------	--	--	--	--	--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
					AS 8RDERED

DSCC - 1E
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I, hereby request station time concerning the following issue:

DAJ NAGERE

Date:	Station and Location:
-------	-----------------------

## NON-CANDIDATE/ISSUE ADVERTISEMENTS AGREEMENT FORM FOR

Signdate	Printed Name	Title
----------	--------------	-------

Accepted       Accepted in Part       Rejected

### TO BE SIGNED BY STATION REPRESENTATIVE

Signature \_\_\_\_\_ Date \_\_\_\_\_  
 Contact Phone Number \_\_\_\_\_  
 202-338-8700

### TO BE SIGNED BY ISSUE ADVERTISER

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcasters(s), I also agree to prepare a script, before the time of the scheduled broadcasts, or tape, which will be delivered to the station at least transcrip, or tape, which will be delivered to the station at least 48 hours prior to the broadcast date.

### OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): **MARATHA MCKEEWA, DIRECTOR**, **430 S. CAPITOL ST. SE**, **WASILLA, AK 90003**

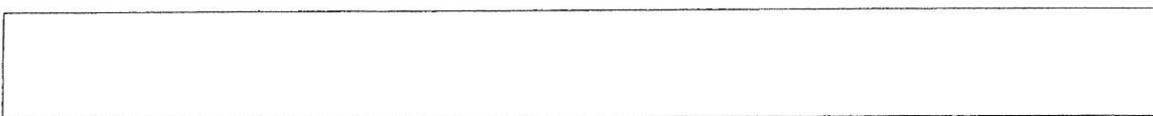
a corporation;  a committee;  an association;  or other unincorporated group.

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

OSCC-16

I represent that the payment for the above described broadcast time has been furnished by:

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

**AGREED UPON SCHEDULE**

For All Issue Advertisements That Communicate a Message Relating to Any  
Politiced Matter of National Importance

Broadcast Length	Time of Day,	Rotation or Package	Days	Class	Times per Week	Number of Weeks	Total Charges:

Politiced Matter of National Importance

Attach invoices or Schedule Run Summary to this Form showing:

**AFTER AIRING OF BROADCASTS:**

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

(3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

(2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and

(1) actual air time and charges for each spot;

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Authorized Signature

*Randy L. Allen*

\*\*\*\*\*

ALBUQUERQUE, NM 87102-1705  
1377 UNIVERSITY BLVD, NE  
KASA-TVTo The  
Order Of

Pay

\*\*\*\*FIVE THOUSAND SEVEN HUNDRED THIRTY-THREE AND 25 / 100 DOLLAR\*\*\*\*

Date	07/27/2012	Pay Amount	\$5,733.25***
Address	1010 Wisconsin Avenue, NW 1201 Market Street Wilmingtton, DE 19801 62-26311	City	Washington, D.C. 20007
Phone	(202) 338-8700 Suite 800	Fax	
CHASE MANHATTAN BANK 022620 Great American Media			

Total	\$5,733.25	\$0.00	\$5,733.25
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*CWMA CTA 14874**g*

Invoice Number	Invoice Date	Voucher ID	Gross Amount	Discount Taken	Paid Amount
0002297007310806	07/27/2012	00022970	\$5,733.25	0.00	\$5,733.25

Project Name: DSCC IE 2012 Media      Check No. 022620  
 Check Date: 07/27/2012      Vendor: 0001015195      KASA-TV  
 File# Dates: 7/31/2012 thru 8/6/2012

Great American Media

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